

- Provide an updated online guide to all the environmental education centers in North Carolina. Market the guide to educators and the general public. Produce and market a printed version of the guide to increase use of the online listing and provide it as a resource to educators statewide.
- Ensure that environmental education centers communicate with one another to identify opportunities to coordinate their programs to benefit the centers and their customers.
- Support the N.C. Association of Environmental Education Centers. Explore the establishment of voluntary standards for environmental education centers.
- Facilitate sharing of information among environmental education centers, schools, the media and the general public. Provide information and resources to teachers and schools on how to safely take children outdoors for hands-on environmental education.
- Provide information to schools on how they can partner with environmental education centers to meet curriculum requirements, and encourage them to use the centers.

### Objective 1.3: Increase awareness of environmental education events and promote opportunities statewide.

#### Action Items:

- Market environmental education resources, materials and facilities to educators, students, parents, business and industry, government agencies, nonprofits, the academic community and the general public.
- Focus marketing strategies on the N.C. Office of Environmental Education's online clearinghouse, including the calendar and the searchable directories for events, resources and facilities. Market environmental education events, tailoring publicity to a variety of audiences.
- Market the N.C. Office of Environmental Education's Web site, using various media to reach culturally and socioeconomically diverse audiences. Market the online searchable directories for environmental education centers, events and resources.
- Develop key media contacts and methods for regularly communicating with them. Develop relationships with reporters and other media contacts to better promote environmental education. Recognize and publicize exemplary media coverage of environmental education activities and information on the N.C. Office of Environmental Education's Web site.
- Become a media source for environmental education through the use of newsletters, RSS feeds and other methods of communication.
- Use social marketing techniques and research to target appropriate audiences.
- Promote the use of art and health objectives in environmental education programs to engage different audiences.